

Research/Review

# The Influence of Brand Ambassador Syifa Hadju and Content Marketing on Purchase Intention Towards Glad2glow Products

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**Abstract:** This study examines how branding ambassador Syifa Hadju and content marketing affect Glad2glow skin care purchases. The research will focus on @glad2glow Instagram followers. This research was inspired by severe local perawatan kulit competition and consumer apathy about buying. Glad2glow hired Syifa Hadju as its brand ambassador and implemented a social media content marketing campaign to address this challenge. Using a Likert-scale questionnaire, quantitative data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and SmartPLS software. According to the research, Syifa Hadju significantly improves the possibility of customers completing a purchase, while engaging and consistent content marketing enhances audience engagement. Both components boost customer purchase intent, but the brand ambassador has a greater impact. These findings help create effective digital marketing strategies in the competitive perawatan kulit business.

**Keywords:** Brand Ambassador; Content Marketing; Purchase Interest; Influencer Marketing

## 1. Introduction

According to Compas' Indonesian FMCG E-commerce Report 2023, beauty and personal care products account for 49% of FMCG sales value, reaching Rp28.2 trillion. The beauty sector's large market share shows its significance in Indonesia's internet commerce. Consumer behaviour study shows that personal appearance enhancement is a complicated demand and priority, especially for women buying skincare products (Wardani et al., 2022). As consumers care more about healthy, bright skin, the beauty industry is developing across all demographics (Tri Handayani & Pradana, 2023). This validates Indonesia's significant consumer interest in skincare products in recent years, driven by increased knowledge, particularly among younger generations, of skin care's health and attractiveness benefits.

Indonesian firms become more competitive by using local and international brand ambassadors. Indonesian skincare product consumption is rising rapidly as new trends arise yearly. Local skincare businesses must innovate and create new ideas to compete with multinational brands and attract customers and create brand preferences. Celebrities or popular personalities are chosen as brand ambassadors to boost product image and sales. Brand ambassadors are cultural symbols or personas that promote individual accomplishment, human prosperity, and product commodification and commercialization, according to Royan (2004). An appropriate brand ambassador selection greatly affects customer impressions of related brands.

A proven and successful marketing technique is to use well-known celebrities and opinion leaders with strong business market reputations to influence public opinion (Knoll, J., & Matthes, 2017). Brand ambassadors represent the brand on social media, promoting product benefits to prospective customers. Glad2Glow chose local artist Syifa Hadju as brand ambassador. Syifa Hadju, a renowned actress and singer from "Mermaid In Love," was chosen to promote Glad2Glow. Glad2Glow chose Syifa Hadju for her natural beauty, devotion, and accomplishments that fit their ideals and objectives, according to Fimela.com.

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The only skincare brand ambassador with more Instagram followers than Syifa Hadju is MS Glow's Lesti Kejora, with 28.7 million. This large following count gives Syifa Hadju the capacity to reach large audiences and influence consumer purchases. In marketing material, Syifa Hadju shows popularity, trustworthiness, power, and beauty via straightforward product information delivery, use directions, and benefit explanations. Content marketing is crucial to building deeper, sustainable audience relationships, meaningful engagement, and customer loyalty (Rowley, 2008). material marketing creates and distributes useful, relevant, and consistent material (Erifiyanti et al., 2023). Brand ambassadors positively impact customer purchase intentions (Nguyen et al., 2023) and increase product purchase interest via effective product message communication (Naja & Budiarti, 2024). Social media content marketing also affects purchase intentions (Cleo & Sopiah, 2021; Dewi et al., 2022). This study examining whether brand ambassador Syifa Hadju and content marketing affect Glad2Glow's Instagram followers' purchase intentions.

## 2. Preliminaries or Related Work or Literature Review

### Marketing

Marketing is a strategic organizational function that creates, communicates, delivers, and exchanges customer-valued goods. Tjiptono and Diana (2020, as mentioned in Seran et al., 2023) define marketing as the production, distribution, promotion, and pricing of products and services to benefit clients. Accordingly, Kotler and Keller (2016) describe marketing as an integrated communication process that informs consumers about goods and services that meet their requirements. This approach views marketing as a value-driven discipline that assures client pleasure via relevant and efficient delivery mechanisms. The overall objective is to build enduring connections by giving better value propositions that resonate with the target audience and maximizing the organization's capacity to satisfy customer expectations in a competitive market.

### Brand

A brand is a strategic identifier that uses a name, word, symbol, design, or mix of these to distinguish a product or service from rivals (Kotler & Armstrong, 2016). Besides identifying a product, a brand helps shape customer perception by capturing its distinctive attributes, characteristics, and values. These elements are carefully designed to express the product or service's core, fostering customer recognition, trust, and loyalty. An established brand's mental image effects buying behavior and emotional connection. A brand reflects both the physical and intangible aspects of a product, which contribute to long-term customer connections and competitive advantage.

### Brand ambassador

Companies use celebrities as brand ambassadors to boost product awareness and appeal (Nofiwaty et al., 2020). Brand ambassadors are passionate brand advocates who provide information and encourage customer involvement (Doucett, 2008, as referenced in Firmansyah, 2019). Brand ambassadors link firms with customers and affect buying behaviour (Weismueller et al., 2020). Brand ambassadors are chosen for their ability to boost brand image and buy intent via trustworthy and appealing communication (Faritzal & Aryani, 2023). Brand ambassadors work like advertising endorsers, according to Shimp (2003). Rossiter and Percy (2018)'s VisCAP model identifies brand ambassadors' visibility, credibility, attractiveness, and power.

According to Firmansyah (2019), Royan lists many brand ambassador jobs. Examples include personal testimonials, motivational reinforcement, business spokespersons, and brand representation in public campaigns. Each function boosts customer trust and product awareness. Brand ambassador efficacy may be measured using four factors. Popularity is public awareness and influence, credibility is knowledge and neutrality, beauty is physical appeal and favorable personality attributes, and power is the ambassador's capacity to convince customers without compulsion (Rossiter & Percy, 2018). These factors define a brand ambassador's influence on consumers.

### **Content marketing**

Content marketing is a strategic marketing approach that uses valuable, relevant, and consistent content to attract and retain a defined audience and drive profitable customer actions (Vinerean, 2017; Content Marketing Institute, 2018). Zamani et al. (2022) say content marketing is an innovative way to engage and retain customers by providing useful and trustworthy information. Content marketing on digital platforms aims to bring value to customers' lives, enabling acquisition and retention via online and social media channels (Hollebeek & Macky, 2019).

Karr (2016) suggests five factors to assess content marketing performance. Reading comprehension requires visual, aural, and tactile aspects to accommodate varied audience preferences. Sharing motivation discusses social media information transmission, which boosts brand reach and identity. Persuasion measures how well material engages audiences and promotes brand loyalty. Consumer confidence in a brand impacts their purchase choices. Finally, the factor dimension emphasizes how friends and family impact marketing content impressions.

### **Purchase interest**

Purchase intention is a consumer's psychological predisposition to acquire and use a product or service (Kotler & Armstrong, 2016). This behavioral tendency is crucial to marketing strategies since presenting a new product needs substantial effort to capture customer attention and create purchase intent (Suwuh et al., 2022). An individual's propensity to acquire a product or service is typically impacted by their views and cognitive appraisal of it. A purposeful cognitive process guides brand selection and decision-making.

Ferdinand (2014) states that four factors determine customer buying intention. First, explorative intention is a purposeful endeavor to learn more about a product. This shows great cognitive involvement with the product. Second, transactional intention shows a consumer's preparedness to buy, turning interest into action. Third, preferred intention is a consumer's loyal preference for a brand or product, until a substantial circumstance changes. Finally, a consumer's readiness to suggest the product to others shows referential intention, which boosts brand advocacy and pleasure.

## **3. Proposed Method**

### **Data Collection Techniques and Data Sources**

This study collected primary and secondary data to answer research questions. Sugiyono (2020) defines primary data as source-direct information. This research acquired primary data by questionnaire. The questionnaire method includes giving respondents written questions or statements to answer. This strategy works when researchers understand the factors and anticipated responses. As the study's target audience, Instagram users who follow @glad2glow provided the main data.

Secondary data comes from documents rather than the source (Sugiyono, 2020). This study included secondary data from academic books, peer-reviewed journals, and reliable web sources. These sources offered theoretical and empirical support for marketing, brand ambassadors, content marketing, purchase intention, and Glad2glow. Integration of secondary data was crucial.

### **Population and Sample**

Sugiyono (2020) defines a population as a generalized area of items or persons with characteristics specified by the researcher to be investigated and from which conclusions are made. This survey includes 17–30-year-old Instagram followers of @glad2glow who are acquainted with Syifa Hadju. Sugiyono (2020) defines the sample as a population subset used for study. The researcher used purposive sampling since @glad2glow followers were unknown and variable. Purposive sampling selects people depending on study goals (Sugiyono, 2020). Since the population was unknown, the Lemeshow formula was used to calculate sample size (Riyanto & Hermawan, 2020). A minimum sample size of 100 respondents was estimated using a 95% confidence level ( $Z = 1.96$ ), maximum proportion estimate ( $q = 0.5$ ), and accuracy level ( $d = 0.10$ ). Being at least 17 years old, following @glad2glow on Instagram, and knowing Syifa Hadju were the sample requirements.

### Operational Variables

This research operationalizes brand ambassador, content marketing, and buy intention into precise measures. The Rossiter and Percy (2018) paradigm for brand ambassadors encompasses popularity, credibility, attractiveness, and power. Popularity is assessed by the celebrity's fame and fanbase before endorsing Glad2Glow. Celebrity advertising experience and brand synergy influence credibility. Power is a celebrity's capacity to influence customer behavior, whereas attractiveness is their appearance and likability. All indicators are five-point Likert scaled.

Content marketing indicators include reader cognition, sharing motivation, persuasion, decision making, and perceived value, according to Karr (2016). These metrics measure how customers perceive, recall, and react to brand material. Ferdinand (2014) defines buying intention as exploratory, transactional, preferential, and referential interest. These indicators show customer readiness to purchase, brand preference over rivals, and brand recommendation. Each concept is assessed using a 5-point Likert scale.

### Data Analysis Techniques

This study tests hypotheses and answers research questions using the component-based Partial Least Squares (PLS) technique in Structural Equation Modeling (SEM). PLS excels in exploratory research and multi-construct models. Validity and reliability are assessed for the outer model. In early scale development, loading factors between 0.5 and 0.6 indicate convergent validity (Chin & Marcoulides, 1998; Ghazali, 2015). The square root of the Average Variance Extracted (AVE) is compared to correlations across constructs to verify discriminant validity and ensure indicators uniquely reflect their intended latent variables. A threshold of 0.70 for Cronbach's Alpha and composite reliability indicates excellent internal consistency (Hair et al., 2018).

The inner model or structural model evaluates latent variable causal linkages. The coefficient of determination ( $R^2$ ) measures the model's prediction accuracy, with values below 0.3 indicating poor effect, moderate influence between 0.3 and 0.5, and great explanatory power beyond 0.5 (Hair et al., 2018). Arikunto (2019) suggests using descriptive analysis to analyze respondent views by arranging and analyzing data to depict situations. Muhidin and Abdurahman (2007) define Likert scale interpretations as "very low" (1.00–1.79) to "very high" (4.20–5.00). Hypothesis testing at 5% significance level rejects the null hypothesis ( $H_0$ ) in favor of the alternative hypothesis ( $H_a$ ) if the t-statistic value is more than 1.96 or the p-value is less than 0.05.

## 4. Results and Discussion

### Respondents' characteristics

This survey grouped respondents by gender, age, employment, and island of origin and included 100 Glad2Glow skincare consumers and Instagram followers for more than a week. Only 16% of responses were male, while 84% were female. This suggests that Glad2Glow's user base is mostly female, which is typical of the cosmetics business (Data Primer Diolah, 2025). Understanding customer behavior and adapting marketing techniques to increase brand engagement among women requires demographic knowledge.

Responses were concentrated among younger age groups, notably 17–26 years old. The biggest group, 51%, was 22–26 years old, while 47% were 17–21. Only 2% of respondents were 27–31, and none were above 31. These figures show that late teens and young adults, frequently university students or early career professionals, interact most with the brand. Glad2Glow should target this generation since they are more knowledgeable and buy skincare goods (Data Primer Diolah, 2025). The concentration in this age range implies that marketing initiatives might use youth-oriented channels and messages that fit this group's lifestyle and tastes. The employment profile of responders confirms Glad2Glow's appeal to younger, education-focused customers. 91% were students, 7% were workers, and 2% were homemakers. No other occupations were reported. Student popularity highlights the brand's significant presence in the academic world, where self-care and beauty trends are popular (Data Primer Diolah, 2025). Java had 42% of responders, followed by Sumatra (15%), Kalimantan (13%), Maluku and Papua (12%), Sulawesi (10%), and Nusa Tenggara and Bali (8%). Java's larger population density, improved digital connectivity, and more economic activity may increase product awareness and accessibility (Data Primer Diolah, 2025). Java, a

hub of education, business, and technology, is a key market for Glad2Glow, emphasizing chances to grow regional penetration by marketing on other Indonesian islands.

### **Descriptive Analysis**

Syifa Hadju's effect as Glad2Glow's brand ambassador is shown by the descriptive analysis of the brand ambassador variable, which measures popularity, credibility, attractiveness, and power (Rossiter & Percy, 2018). All respondents agreed that Syifa Hadju was well-known before becoming the brand ambassador, demonstrating her popularity. Her large fan base helps her recruit consumers. Credibility is another important factor, and Syifa Hadju's celebrity profile and advertising expertise boost customer trust and brand support. Respondents agreed that her reputation helps promote Glad2Glow. Attractiveness includes physical attractiveness and personal appeal, which respondents said influenced good customer impressions and product interest. Finally, power is the ambassador's capacity to convince and grab customer interest, with respondents praising Syifa Hadju's charisma and brand awareness. These findings imply that Syifa Hadju's fame, credibility, attractive personality, and persuasive impact boost Glad2Glow's market appeal (Rossiter & Percy, 2018).

Content marketing evaluations focus on reader cognition, sharing motivation, persuasion, decision-making, and content value (Karr, 2016). Reader cognition, or audience understanding and retention of visual and aural material, was high for Glad2Glow, with respondents saying it was clear, intelligible, and memorable. Respondents said Glad2Glow's Instagram post delivers helpful insights and successfully displays its brand identity, which motivates sharing. material marketing relies on audience engagement and brand advocacy, and Glad2Glow's material is well-received and drives customer loyalty. Decision-making shows that content directly affects customer purchase intentions, with respondents strongly agreeing that uploaded information spurs them to buy. Finally, content usefulness emphasizes customers' instructional value, especially in skincare regimes and product appropriateness. These results demonstrate that Glad2Glow's content marketing approach educates, engages, persuades, and directs customer behavior, giving the brand a digital edge (Karr, 2016).

Four aspects of purchasing intention (*minat beli*) are examined: transactional, explorative, referential, and preferential (Ferdinand, 2014). The majority of respondents expressed strong plans to acquire Glad2Glow items in the near future and considered them worthwhile purchases. Respondents actively explored Glad2Glow's products on social media and compared them to competitors, demonstrating explorative purpose. Referential intention is when customers advocate the product to others, reinforced by high recommendations to friends and family, reinforcing social influence on buying behavior. Respondents preferred Glad2Glow above rivals, demonstrating loyalty. These indicators show strong customer interest and commitment to Glad2Glow goods, indicating that the company has effectively built brand loyalty and initial buy motivation (Ferdinand, 2014).

The descriptive studies of brand ambassador traits, content marketing efficacy, and purchase intention demonstrate Glad2Glow's integrated marketing communication capabilities. A trusted and popular brand ambassador boosts consumer trust and appeal, while well-crafted content marketing informs, engages, and persuades consumers to make decisions. These activities lead to significant buy intentions in transactional readiness, active exploration, social endorsement, and brand preference. These results show that celebrity endorsement and tailored content marketing may boost customer engagement and loyalty in competitive skincare marketplaces. This holistic approach supports modern marketing theories and practices that successful brand communication greatly affects customer attitudes and behaviors (Rossiter & Percy, 2018; Karr, 2016; Ferdinand, 2014).

### **Outer model analysis**

The outer model analysis in this research assessed measuring construct validity and reliability. To assess convergence, indicator loading factors for each reflected indicator were examined. Abdillah and Jogiyanto (2015) say loading factors are essential for assessing whether indicators accurately reflect their latent components. Chin and Marcoulides (1998) advised loading levels between 0.50 and 0.60 for exploratory research, whereas Ghozali (2015) advocated 0.60 for established investigations. According to these standards, this study used a 0.60 threshold for indication validity. The SmartPLS-generated outer model diagram (Figure 1) showed that all indicator loadings surpassed 0.60, suggesting convergent validity for brand ambassador, content marketing, and buy intention. In addition to loading factor assessment,

the Average variation Extracted (AVE) showed that constructs accounted for a significant percentage of indicator variation with values over 0.50 (Hair et al., 2018). The convergent validity conditions were met with AVE values of 0.516 for brand ambassador and content marketing and 0.503 for purchase intention.

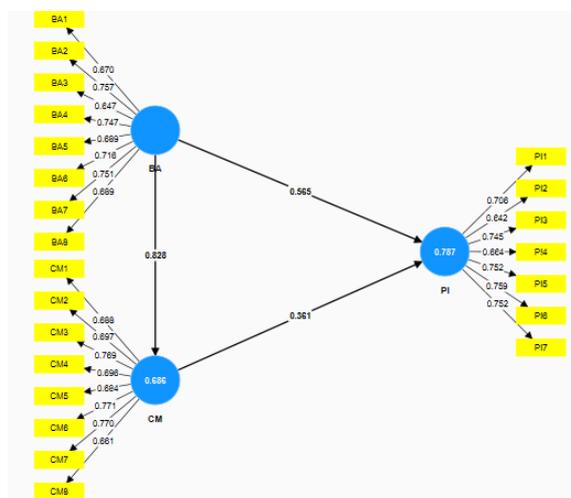


Figure 1. Outer Model Diagram

To ensure model constructs were empirically different, discriminant validity was examined with convergent validity. Cross-loading values examined discriminant validity by expecting an indicator to load greatest on its latent concept rather than others (Hair et al., 2018). The cross-loading table showed that each indicator's loading on its own construct was larger than its loadings on other constructs, confirming discriminant validity for all model constructs. Indicators assessing brand ambassador had larger loadings than content marketing and buy intention variables, as did other constructs. This pattern verifies the constructs' conceptual and statistical uniqueness, supports the measurement model, and minimises variable multicollinearity (Abdillah & Jogiyanto, 2015).

This research used Composite Reliability (CR) and Cronbach's alpha to assess construct internal consistency. All constructs had Composite Reliability values over 0.70, including brand ambassador, content marketing, and buy intention (0.861, 0.868, and 0.844, respectively) (Hair et al., 2018). The constructs' Cronbach's alpha coefficients ranged from 0.843 to 0.865, exceeding the cutoff value of 0.70, indicating adequate internal consistency and confirming that the instrument's items consistently measure their latent variables (Abdillah & Jogiyanto, 2015). These results show that the measurement model is valid and trustworthy, laying the groundwork for structural model analysis and hypothesis testing. Thus, this research's psychometrically robust conceptions allow reliable interpretation of brand ambassador, content marketing, and purchase intention linkages.

**Inner model analysis**

The inner model analysis evaluates correlations between constructs or study variables using R-square ( $R^2$ ) value, path coefficients, and bootstrapping findings. The R-square value shows how much exogenous factors affect endogenous variables. Hair et al. (2018) define  $R^2$  values as weak below 0.3, moderate between 0.3 and 0.5, and high above 0.5 up to 0.7. The  $R^2$  value for content marketing is 0.686, whereas the  $R^2$  for purchase intention (minat beli) is 0.787 in this research. These findings imply that content marketing explains 68.6% of purchase intention variation, whereas other variables not in the model explain 31.4%. The exogenous variables brand ambassador and content marketing explain 78.7% of purchase intention variation, leaving 21.3% to factors outside this study. These data suggest that the inner model has significant predictive potential for purchase intention, as shown by the  $R^2$  values.

Path coefficient analysis highlights variable associations' strength and direction. Path coefficients may be positive or negative and vary from 0 to 1, depending on the impact. Brand ambassador and content marketing have a path coefficient of 0.828, whereas brand ambassador directly impacts purchase intention at 0.565 and content marketing at 0.361. The

coefficients show positive and significant correlations between variables. These correlations are statistically significant since bootstrapping shows t-statistics over 1.96 for all pathways (Hair et al., 2018). The t-values for the paths from brand ambassador to content marketing (15.907,  $p < 0.001$ ), brand ambassador to purchase intention (4.765,  $p < 0.001$ ), and content marketing to purchase intention (3.121,  $p = 0.002$ ) are All predicted routes are statistically significant, proving that brand ambassadors and content marketing increase purchase intention. These findings confirm the structural model and demonstrate the importance of these components in customer purchase intentions in the examined scenario.

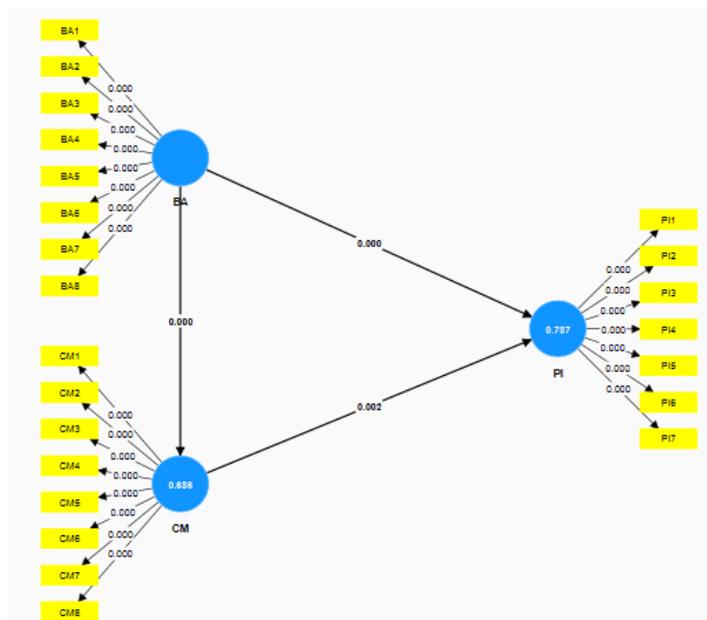


Figure 2. Bootstrapping

**Hypothesis Test Results**

This research used SmartPLS 4.0.9.9 bootstrapping to test hypotheses after assessing the outer and inner models. The brand ambassador variable positively affects purchase intention (minat beli), as shown by a t-statistic value of 4.765, which above the essential threshold of 1.96. This demonstrates that brand advocates strongly affect Glad2Glow product purchases. Content marketing on Instagram increases customer purchase interest in Glad2Glow items, with a t-statistic value of 3.121.

Table 1. Hypothesis Test Results

No	Hypothesis	Analysis Summary	Decision
1	Brand ambassador significantly affects purchase intention	Path coefficient = 0.565, t-statistic = 4.765 > 1.96, indicating a positive and significant effect	Accepted
2	Content marketing significantly affects purchase intention	Path coefficient = 0.361, t-statistic = 3.121 > 1.96, indicating a positive and significant effect	Accepted
3	Brand ambassador and content marketing jointly affect purchase intention	Path coefficient = 0.828, t-statistic = 3.068 > 1.96, confirming a significant combined effect	Accepted

The indirect impact study shows that brand ambassadors affect purchase intention via content marketing, with a t-statistic of 3.068, above the 1.96 criteria. The indirect impact of 0.299 shows that a one-unit increase in brand ambassador activities indirectly increases content marketing efficacy by 29.9%, which increases purchase intention. Brand ambassadors and content marketing together affect purchase intention, as shown by a path coefficient of 0.828 and a t-statistic of 3.068. The chart below shows that all hypotheses were accepted, proving that brand ambassadors and content marketing are key to Glad2Glow purchasing intents.

### Brand Ambassadors' Influence on Purchase Interest

The descriptive analysis shows that respondents agree brand ambassadors are liked. Glad2Glow's Instagram photos featuring Syifa Hadju as brand ambassador generate great interaction and good comments, indicating customer interest. Brand ambassador and purchase intention are positively correlated via path coefficient analysis. Brand advocates strongly affect purchasing intention, as bootstrapping shows. Strangely, Syifa Hadju as brand ambassador seems to lower Glad2Glow product purchasing intention. Naumi et al. (2023) observed that brand ambassadors significantly affect purchase intention, but Andini and Lestari (2021) found no significant effect. The contextual variations across research show that brand ambassador efficacy may rely on brand-consumer dynamics (Naumi et al., 2023; Andini & Lestari, 2021).

### Content Marketing's Influence on Purchase Interest

The descriptive study shows that respondents see content marketing favorably and as an effective way to increase Glad2Glow product interest. Glad2Glow's Instagram account's ease of use influences users' buying inclinations. The route coefficient study shows that content marketing increases customer interest and purchase intention, hence the company's Instagram account should post more high-quality material. Bootstrapping shows that content marketing greatly affects buying intention. These statistics indicate that Glad2Glow's Instagram content marketing techniques engage consumers and increase purchase interest. This supports Naumi et al. (2023), who demonstrated that content marketing increases customer purchase intentions, highlighting the relevance of strategic digital content in consumer behavior.

### Brand Ambassadors' Influence on Purchase Interest Through Content Marketing

The hypothesis testing shows that brand ambassador and content marketing increase purchase intention concurrently, with a positive path coefficient. The indirect impact analysis shows a significant p-value of 0.002, below 0.05. Content marketing moderates the brand ambassador-purchase intention connection, enhancing it. Content marketing directly affects purchase intention and indirectly boosts brand ambassador influence. Brand ambassadors may affect customer purchase intention via content marketing, according to these research. Engaging and smart content marketing boosts brand ambassadors' influence on customers' purchases. Conclusion: Brand ambassadors positively and dramatically increase purchase intention via content marketing. This supports the idea that integrated marketing communication methods boost brand ambassador efficacy (Hair et al., 2018).

## 5. Conclusions

This study's findings and discussion suggest various conclusions. First, the brand ambassador variable employed by the corporation as a promotional medium positively and significantly affects customer purchase intention for Glad2Glow items, suggesting that Syifa Hadju should be a brand ambassador. Second, Glad2Glow's Instagram content marketing positively impacts users' purchasing intentions. Third, brand ambassador and content marketing factors used by Glad2Glow to increase customer attention and buy intention via Instagram have a favorable, substantial, and simultaneous influence on purchase intention. Given Syifa Hadju's importance as a brand ambassador, Glad2Glow should continue to collaborate with her via interactive marketing like live sessions and Q&A to engage consumers. Glad2Glow should also provide more original, interesting, and consistent material to maintain customer interest as content marketing dominates Instagram followers' buy intentions. Future study should examine the long-term impact of brand ambassador use on purchase intention and consumer loyalty.

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